

## PATENT SPECIFICATION

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(54) IMPROVEMENTS IN OR RELATING TO OUTDOOR  
ADVERTISEMENT HOARDINGS

(71) We, J. C. DECAUX PARIS-PUBLICITE ABRIBUS, a French Corporate body, of Ste Appoline R.N. 12—BP N° 11—78370—Plaisir, France, do hereby declare the invention for which we pray that a patent may be granted to us, and the method by which it is to be performed, to be performed, to be particularly described in and by the following statement:—

10 The present invention relates in general to advertisement hoardings or billboards for outdoor use, and has specific reference to hoardings or billboards of this character which comprise a box-like structure and a  
 15 frame, enclosing a protection glass, between which the bill or poster is disposed.

More particularly, this invention is directed to an advertisement hoarding or billboard of this type which comprises an  
 20 air cushion or bladder carried by the box-like structure and adapted to press the poster or bill firmly against the protection glass. Preferably, the box-shaped structure has a translucent front face and the air  
 25 bladder is of translucent material, in which case the box-shaped structure can be illuminated.

Other features and advantages of this outdoor advertisement hoarding will appear as  
 30 the following description proceeds with reference to the accompanying drawing, in which:

Figure 1 is a perspective view of a shelter for the passengers of public transport facilities, which is equipped with an outdoor  
 35 advertisement hoarding according to this invention, and

Figures 2 and 3 illustrate on a larger scale and in cross-section taken along the line  
 40 A-A of Figure 1 the advertisement hoarding, in its open and closed positions, respectively.

This outdoor advertisement hoarding or billboard comprises essentially a fluid-tight  
 45 box-shaped structure 1, provided preferably

[Price 33p]

with internal lighting means, having a translucent front face 2, and a frame structure 3 hingedly connected to said box-shaped structure and provided with a protection  
 50 glass 4.

According to this invention, a translucent air cushion or bladder 6 of suitable dimensions is secured along its upper portion to the box-shaped structure 1 and adapted to  
 55 press the translucent poster or bill 7 firmly against the protection glass 4 when the bladder 6 is inflated and the device closed.

This air cushion or bladder has substantially the same dimensions as the area of protection glass 4 exposed in the frame  
 60 structure 3 and is nested in a relatively shallow recess 8 formed in the translucent front face 2 of the box-shaped structure 1.

A very moderate air pressure in bladder 6 is sufficient to avoid any condensation on the glass of this advertisement hoarding.

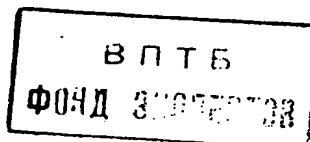
Of course, the above-described form of the invention given with reference to the accompanying drawing is not to be construed as limiting the scope of the invention  
 70 since many modifications and changes may be brought thereto without departing from the scope of the invention as defined by the Claims hereinafter.

## WHAT WE CLAIM IS:—

1. Outdoor advertisement hoarding comprising a box-shaped structure and a frame structure, enclosing a protection glass, between which box-shaped structure and glass  
 80 a poster or bill may be interposed, this hoarding being characterised in that it comprises an air bladder attached to said box-shaped structure and arranged to press the poster or bill firmly against the protection  
 85 glass.

2. Outdoor advertisement hoarding as claimed in Claim 1 wherein the box-shaped structure has a translucent front face and the air bladder is of translucent material.

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3. Outdoor advertisement hoarding as claimed in Claim 2 wherein the box-shaped structure is illuminated.

4. Outdoor advertisement hoarding as claimed in Claim 1, characterised in that said air bladder has substantially the same dimensions as the area of protection glass exposed in said frame structure, and that it is nested in a relatively shallow recess  
10 formed in a front face of said box-shaped structure.

5. Outdoor advertisement hoarding substantially as described hereinabove and illustrated in the accompanying drawing.

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COMPLETE SPECIFICATION

1 SHEET

*This drawing is a reproduction of the Original on a reduced scale*

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Fig.1.

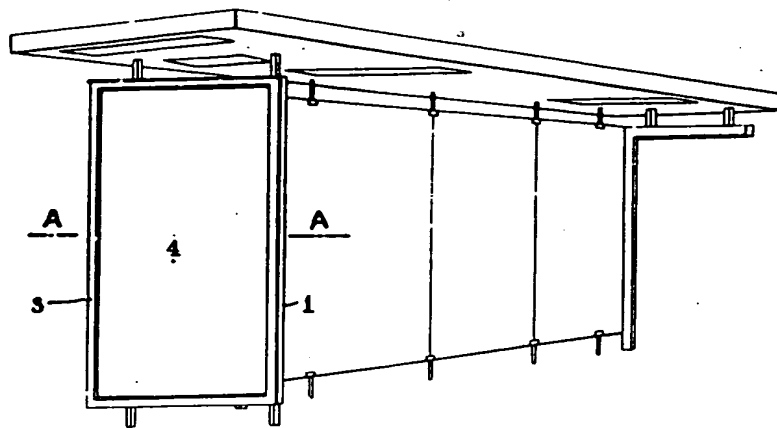


Fig.2.

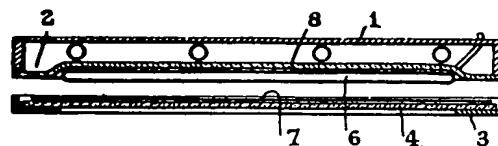
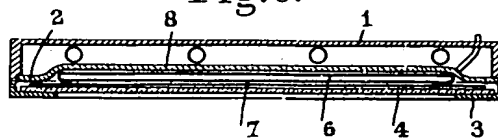


Fig.3.



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